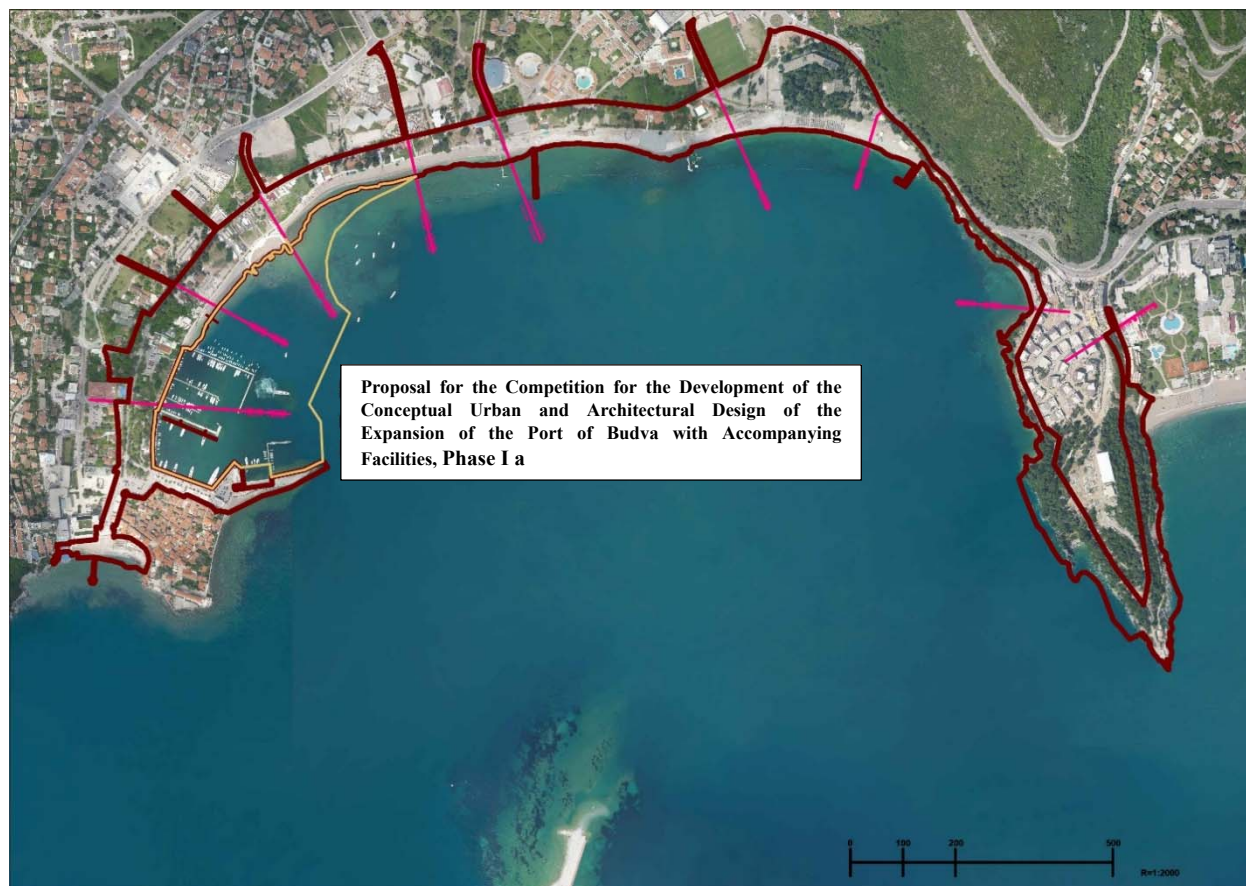


Proposal for the Competition for the Development of the Conceptual Urban and Architectural Design of the Promenade in the "Budva Shell", Part of the Budva-Bečići Promenade, Phase I



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COMPETITION TASK



The Proposal for the Competition for the Development of the Conceptual Urban and Architectural Design of the Promenade in the "Budva Shell", Part of the Budva-Bečići Promenade, Phase I represents the first stage in the process of remodeling the coastal zone of the urban settlements of Budva and Bečići.

After the implementation of the subject competition, it is planned to announce two more international competitions:

1/ Proposal for the Competition for the development of a conceptual urban and architectural design for the expansion of the Port of Budva with accompanying contents, phase I a and

2/ Proposal for the Competition for the creation of a conceptual urban and architectural design for the promenade in the Bečići part, phase II.



The photograph covers all phases of the remodeling of the Budva-Bečići coastal zone

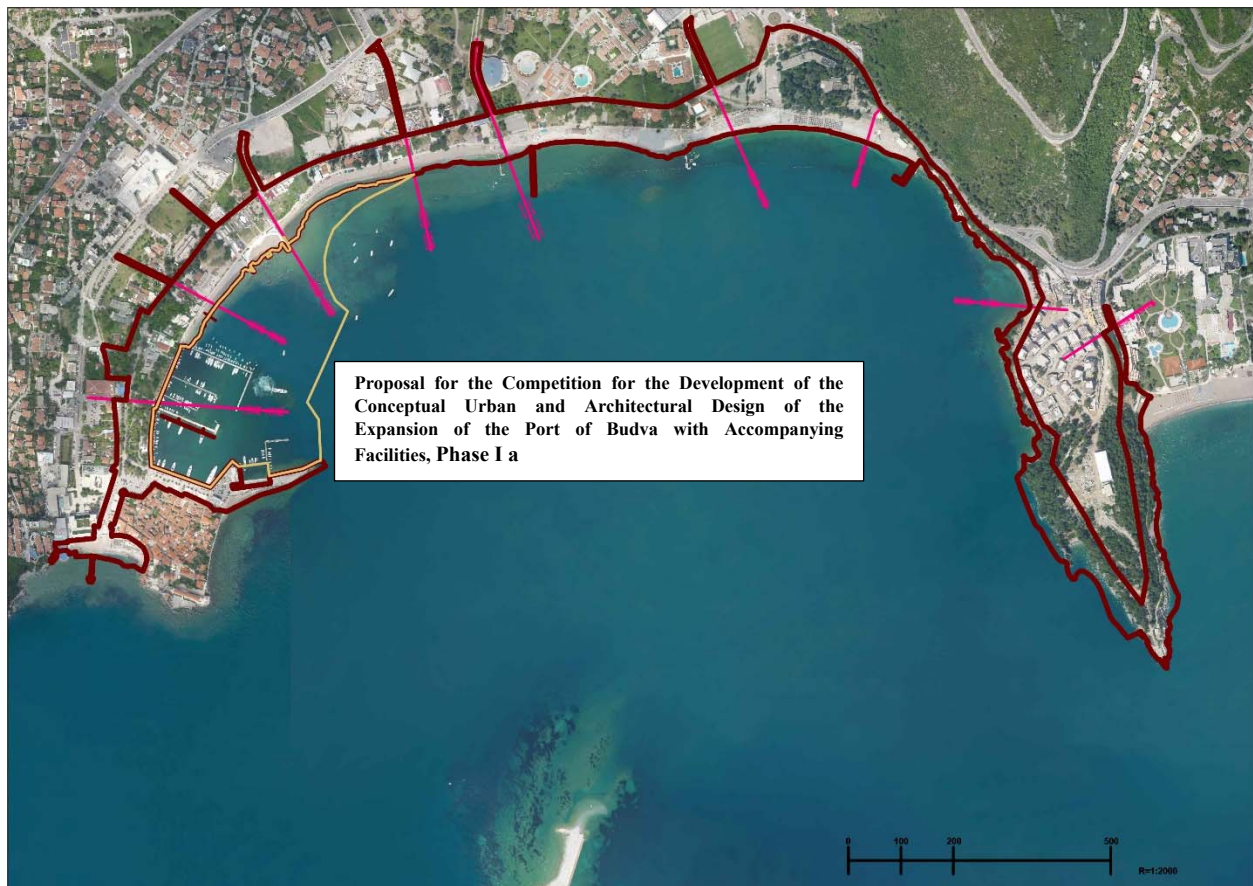
The preparation of the Spatial Urban Plan of the Municipality of Budva is in course and the award-winning competition design will be implemented in the Spatial Urban Plan of the Municipality of Budva.

The area covered by the competition is approx. 28 ha, the promenade within the scope is approx. 4 km long and in the easternmost part of the competition includes a circular movement-return through the tunnel in the Zavala Cape area back to the Budva shell.

In the future, it is planned to connect the promenade towards the west through the Mogren beach towards the Jaz beach, while the continuation of the promenade to the east - Bečići is the subject of a competition for phase II of the coastal zone remodeling.

The implementation of the subject project is planned in phases and is conditioned by the selection of the awarded paper and the preparation of the feasibility study and the definition of the priority construction phases.

The Municipality of Budva is preparing for the candidacy for the European Capital of Culture for the year 2028. Preparations for the candidacy of the Municipality of Budva have been going on for more than 2 years, and in mid-November 2022, the official candidacy will be submitted under the slogan "Budva-Boka 2028". As the candidacy procedure also includes the preparation of programs and infrastructure projects to support the implementation of the European Capital of Culture event, the promenade project is a priority infrastructure project and the backbone of the future center of events and manifestations and the complete transformation of Budva into a modern Mediterranean town.



The photograph covers the subject competition and the competition of the first phase

The ultimate goal of creating the urban and architectural design of the Promenade should contribute to a stronger connection with the contact zone of the town and beyond, but also to the definition of a clear spatial framework for the protection and rehabilitation of squares, small squares called in local language piazzette, parks and urban furniture (benches, baskets, fountains, and other elements intended for the permanent population and tourists), which would provide a level of urban comfort, improve the life of

citizens, etc., and the town, and the municipality would get their full content characteristics in the form of qualitative, quantitative and artistic and landscape values.

1. INTRODUCTION

Budva has a geographically exceptional location characterized by the open sea, an island, and sandy beaches. Through the preparation of the conceptual urban and architectural design of the Promenade, it is necessary to exert maximum influence on strengthening its attractiveness and improving the regional tourist profile.

Natural and created conditions, topography of the Budva field, in the shape of a shell; disposition of Jadranska magistrala (Adriatic Highway), which follows the coastline; parallel to it - the area along the Slovenian coast, i.e. the Promenade as the subject of a future contest and the exceptional urban core "Old Town", in whose contact zone the Marina and the nearby famous Slovenska beach are located, decades ago, through the historical development of Budva, decided on a concept that is developed in relation to the port, wide open to the area of the Budva Bay and its mountainous hinterland, whereby the island of St. Nikola is treated as a key motif on which most sights are directed.

Analyzing the current situation, it is noticeable that new construction, primarily residential one, covers almost the entire territory of the Budva field, with an increasing tendency to spread it to the surrounding hills, while the construction of tourist facilities is mainly oriented to the area between the Adriatic highway and the sea.

On the other hand, the strongly expressed trend in the area of residential and tourist construction was not sufficiently followed by the adequate construction of certain elements of technical and communal infrastructure. For many years, the situation that the town is unable to accept a large number of visitors in transit has been recognized, which imposes the necessity of a much more careful attitude when it comes to the arrangement of vehicular and stationary traffic, public spaces on the one hand, and the organization of the urban structure, and above all the town center, which should be a meeting and gathering place for the resident population, tourists, etc.

With the construction of tourist facilities on the territory of the municipality of Budva, it was common for settlements to be developed and structured so that directly behind the beach, and in front of the settlement and tourist facilities, there was a pedestrian path that was used for various purposes, and above all to connect various points on the coast with facilities towards the mainland. Later, these paths were developed as a promenade, which received other contents, apart from those accompanying the bathing function. The purpose of the facilities located next to such (pedestrian) paths depended on the number of users (tourists), as well as on the structure of their needs.

One of the main shortcomings related to the organization of the formed urban structure of the town as a whole is the absence of a program concept and urban planning design for the area along the coast, which by the nature of things should be a meeting and gathering place for the resident population and visitors-tourists, entrepreneurs, business people, etc., as well as the main longitudinal axis of all alternative modes

of movement. Therefore, the emphasis should be placed on the facilities and infrastructure in the subject area, which will influence the association of Budva as a modern Mediterranean year-round destination.

In the conditions of a generally large built-up area, in the space between the existing Promenade and the path along the beach, in the narrower urban fabric of the town, "reserves" of free or partially engaged spaces have been preserved, which should be directed through the Competition in the direction of improving their quality. It is about an area that is specific, unique and of special significance for Montenegro. Bearing in mind its importance as a public good, it is necessary to provide public access and use along its entire length.

It is an area along the coast of Budva, next to the main promenade of Budva – the street called Slovenska obala, which has the greatest value in the town, i.e., it represents the most attractive part of the town. To a large extent, this space is not adequately used, i.e., it is not developed in accordance with its potential. It is necessary to develop the locations in the subject area and bring them to a purpose that will correspond to their market value, but also the value for the identity of the town of Budva. The exceptional importance of the coastal area for the identity of Budva indicates the need for special attention when creating the urban and architectural design of the Promenade, and through which a special emphasis should be placed on the processing of contact positions behind the hinterland.

When designing the space, it is necessary to strive to form a bond with the Old Town, and for the subject area to be a modern extension and reinterpretation of the Old Town of Budva.

Bearing in mind that the area along the coast represents a unique and indivisible natural, functional and technological entirety, through the proposed urban and architectural design of the Promenade, i.e. in the development proposal for certain entireties, i.e. locations along the Promenade, it is necessary to respect the requirements of the immediate hinterland and contact zones.

When preparing the proposal for competition design, special attention should be paid to the specifics of the Municipality of Budva as the most important tourist destination in the coastal area of the territory of Montenegro. Budva has a bit fewer than 35,000 permanent residents and during the summer months there are approximately 150,000 people in the town. Due to the large number of tourists, the inadequate presence and capacities of public spaces are distinct, and their functional and sociological aspects were not recognized in the previous period.

The competition for the development of the conceptual urban and architectural design of the promenade aims to contribute to:

- a) establishment of planning continuity, while preserving material and cultural heritage in this area;
- b) implementation of adequate coexistence of the Port with the city system as a whole;
- c) programmatic and spatial integration of the planned water area of the Port with existing and planned structures, i.e. spatial systems of the immediate environment, but also the wider coastal stretch of Montenegro.

The very specificity of the location (closeness to the sea) in interaction with such a diverse area of pedestrian circulation, needs to be supplemented in terms of content and aesthetics.

Proceeding from the above, the Proposal for Competition for Promenade Development should be understood as an opportunity to contribute to the restructuring of the facilities in the narrow Center and the wider area and to create a new image of Budva, as an important historic center of Montenegro and beyond, along with the creation of a recognizable Coast and Promenade.

Bearing in mind the natural, economic and cultural context, by creating an urban and architectural design for the Promenade, it is necessary to work on the protection and improvement of public spaces along the Promenade, focusing on natural forms, processes, lighting and space, but also on relations based on the characteristics of the Old Town and its immediate contact zones.

Although seriously damaged, the environment of Budva – to use the current state as a challenge, whereby the conceptual urban and architectural design of the Promenade with open, public spaces would also be treated as a training ground - an experiment for the application of new ideas and their verification in order to completely transform the image of the town.

By developing an adequate urban and architectural design for the Promenade, it would contribute to the creation of a new identity of the town, and in accordance with the most modern trends, which would make this space the one of representation. In this way, greater circulation and openness towards Budvansko Polje, and the perspective of its use, is ensured, and it creates a sustainable framework for overcoming the problems that have arisen and repairing the damage caused by uncontrolled and unplanned construction on the same.

The development of an urban and architectural design for the Promenade should be understood as the possibility of proposing a new image of the Town Center, i.e. Budva, and a contribution to stronger profiling of the identity of the town of Budva.

2. WORK METHODOLOGY

PHASE I: ANALYSIS OF THE EXISTING CONDITION: Analysis of the characteristics of landscaped and undeveloped areas, buildings, infrastructure and greenery.

To analyze the position of this area in relation to the town center, as well as the position in relation to the roads in the town, factors of a sociological nature (people's contacts, places for gathering - promenade, squares, etc.). It is necessary to have a complete insight into cadastral records, real estate documents, etc., accompanying geological, hydrogeological and seismic stability studies, then feasibility studies and ecological, social and economic sustainability of the concept, as well as defining needs, priorities and parameters for integral infrastructure planning.

To understand the subject proposal for the competition, it is important to consider the following aspects:

- Functional/urbanistic/sociological... (Regulated flows of pedestrian communications; Functional and physical connection/integration of facilities and physical structures that are related to it)
- Engineering aspect Preservation (and potential restoration) of beaches in a physical sense: hydrodynamics/hydraulics of the sea, regulation of small (flooding) intersecting watercourses ...

- Architectural, formative, typological...
Design elements, materials, design of furniture and equipment, etc.

PHASE II: DEVELOPMENT OF URBAN AND ARCHITECTURAL DESIGN FOR THE PROMENADE - GROUND-FLOOR ARCHITECTURE - LANDSCAPE ARCHITECTURE WITH DESIGN PROPOSAL FOR CERTAIN ELEMENTS OF URBAN FURNITURE (TYPE OF BENCHES, FOUNTAINS, SQUARES, PARKS, ETC.)

3. REVIEW OF PLANNING DOCUMENTS: SOUTHERN ADRIATIC, GUP FROM 1995 AND 2005, DUP BUDVA-CENTER

Urban and spatial planning, as well as the implementation of plans, has been present on the territory of the municipality of Budva for more than 50 years. Starting with the urban plans for Budva and Petrovac from the 1960s through the South Adriatic plan from 1968 (contains a number of visionary ideas, but which were not implemented in accordance with the Plan, probably because they were optimistic about the achievement of development goals, e.g. assumptions about the position Budva and its development perspectives outlined in the South Adriatic Plan, it is planned that Budva will be a tourist port of primary importance in the Mediterranean), the General Urban Plan of the Coastal Zone of the Municipality of Budva from 1987 and its partial revisions from 1995 and 2005, which are not comprehensive - they are outdated.

Great landscape values, i.e. natural diversity in the territory of the municipality of Budva, and above all the sandy beaches and clean sea, contributed to the fact that in all plans, starting with the South Adriatic macro plan from 1967 onwards, the area of Budva, and especially its narrow strip near the coast, under the Adriatic highways, is directed towards tourist development, i.e. exclusive tourism. However, in the past more than 5 decades of tourism development in this area, only a few significant investments have led to this goal.

The planned direction of tourist development, in the past period, was mostly indiscriminate (selective) in relation to the available resources. Certain "free areas and zones" that have the greatest potential for tourism development are not included in tourism exploitation, both due to the lack of development and the lack of an institutional framework, which would enable the implementation of the strategic determination - exclusive tourism.

Although the priorities in the creation and adoption of planning documents, through the precise definition of the purpose of areas, regulatory and construction lines, and basic urban planning parameters, should, among other things, be the establishment of a system of green areas (as a basis for protection, arrangement, management and further development), the protection of existing vacant areas, and their connection, supplementing with new ones and integration with other areas outside urban settlements (areas of natural features, potential areas for protection, etc.), as well as rehabilitation of unorganized and degraded areas in the territory of the municipality of Budva, by limiting further building, as proposed planning solutions enabled the expansion of settlements for the detriment of valuable natural areas.

The area under the promenade of the Slovenian coast, although it represents an attractive natural environment rich in natural resources, primarily beaches (it extends along the "Slovenska plaža") and the spatial and functional area of the wider Center of Budva, is still an inactive area, i.e. not sufficiently valorized for tourism.

In various regulatory plans, the space under the Highway is intended for central facilities, and accordingly, even today, the space, which is the subject of the Proposal for the Competition, should be treated as an integral part of the wider Center of Budva.

Although the area on the lower side of the Promenade is outside the boundaries of the Detailed Urban Plan "Budva-Center", and within the framework of the problem of reviewing and developing a program concept proposal through the preparation of the Proposal for the Competition, it is necessary to analyze the facilities planned in its immediate contact zone.

According to the Detailed Urban Plan "Budva-Center"-amendments ("Official Gazette of the Republic of Montenegro-Municipal Regulations No. 25/11"), the area between Mediteranska Street and the promenade "Slovenska Obala" was treated as the Center of Budva.

The transversally oriented directions from Mediteranska street to the coast serve the purpose of serving the Port of Budva and part of the facilities along the coast, along the entire length of the Center - from the Old Town to the Fairground, i.e. Villa Manojlović. At the same time, these directions conditioned the division of the area in the function of the Center into spatial units - blocks with clearly defined facilities for each block.

What is lacking in the Detailed Urban Plan "Budva-Center" is that the connection of the Promenade with the wider area of the Center of Budva has not been adequately developed, and this must be taken into account when preparing the Proposal for the Competition, considering that the connection of pedestrian flows is preferred for the same. (Contact zones – roads that lead laterally to the promenade)

Also, the basic shortcomings of the planning documents, made for the Budva Center area (a large number of them were never adopted), are reflected in the partial observation of the space and the attempt to autonomously resolve numerous functional deficiencies within the established structure of the Center.

Examples of such planning documents are the Urban Project "Business-Commercial-Trading Center", in the area between the streets 13. Juli and 22. Novembar - from the Shopping Center to the Hotel "Budva", i.e. Promenades, as well as the conceptual designs of the "Fair-Business-Congress Center", as well as the State Study of the Location, Sector 43.

4. GENERAL CHARACTERISTICS OF THE SPACE

4.1. Existing condition, perceived shortcomings and potentials of the space

In addition to the previously mentioned attempts to treat a part of the space in a planned way, in order to see the content in the context of the Promenade, it is necessary to analyze the place and the role that the space has for the tourist development of Budva.

In order to analyze the urban and architectural space, which is the subject of the Proposal for the Competition, it is necessary to analyze the state of physical structures and their contents in the area between Mediteranska Street and the promenade of Slovenska obale, as well as its immediate contact zone.

More precisely, for the purposes of creating the Proposal for the Competition, it is necessary to take into consideration the existing facilities and those planned in the planning documents on the strip of land between Mediteranska Street and the Slovenska Obale Promenade, from the Old Town and the Hotel Complex "Avala-Mogren" to the area of the Fair.

The area that is the subject of the Proposal for the Competition includes: partially built land, port, green and free areas, promenade and beaches.

The interconnectedness of the marine and terrestrial systems make the maritime domain zone an ecologically very sensitive area, which particularly affects the use of water areas.

Partially built-up land is characterized by the presence of individual, temporary, "spatial structures" of a temporary nature, grouped in a linear sequence, which do not represent either an ambient or a significant architectonic and building value, but congest this space (their visual exposure represents an obstacle to the view towards the sea), as well as unorganized green areas, indicates the need to arrange this part of the space, thorough reconstruction, re-examination of temporary contents and purpose of that space, recognition of values and the need to improve them through addition of activities and facilities.

On the other hand, the proximity of the Old Town and the contact zone with its port facilities, as well as the importance of Slovenska plaža as a natural monument, imposes the necessity of a careful attitude - approach when creating an urban design of the space.

4.2. Spatial and physical features

Proceeding from the above, in the area that is the subject of the [Proposal for the Competition](#), 4 ambient units are recognized, respectively the zone, which determine the present appearance, i.e. the organization of the space, given in the form of shape volumes and recognized characteristics of the space within 9 (nine) Sectors, which are distributed radially along Mediteranska Street, i.e. along the Slovenian coast:

a) The first ambient unit - the Old Town with the surrounding beaches (Sector 1). The old town is located in a cove known as the "Budva shell" and with its shape, narrow streets, small squares and a double defensive wall, and above all its cultural and historical significance, has a great influence on the identity of the entire area. It is about the oldest core of the city of Budva, the urban and architectural structure of which forms a spatial unit of key importance for the development of the future promenade and its integral part of contact zones.

The subject area also includes the hotel complex "Avala-Mogren" with a square called piazzetta, the square in front of the Old Town; the marina within the Budva port, leaning on the town park in a part of the protected area of the cultural heritage of national importance - the Old Town of Budva with its ramparts.

The characteristics of the subject zone are: authentic space; active local housing; great potential for the development of cultural and entertainment facility.

The following problems have been recorded in the subject zone: a large number of locations, which are in public and private ownership, are not adequately developed, it is also evident the presence of inadequate public furniture, public and inadequate lighting, which greatly limits the area's stronger development in terms of culture and tourism sense.

The Law on the Protection of Cultural Heritage implies that cultural heritage is protected, valorized and presented in order to educate and deepen awareness of the duration of civilization in a certain area. None of the large number of cultural assets in Budva is adequately presented.

By expanding the Port (the subject of the next competition - Phase Ia) and moving the moorings from the first line in order to form a functional water area for the docking of future public sea traffic at the future sea square in front of the walls of the Old Town, the space will be freed from the suffocating silhouette that today is formed by moored vessels, and at the same time public sea transport will reduce the pressure of road transport on the already overburdened traffic infrastructure that encroaches right up to the walls of the Old Town.

The implementation of several public garages in the immediate vicinity of the Old Town will create preconditions for the abolition of traffic in the immediate vicinity of the Old Town, with the exception of delivery, fire and utility vehicles.

All walls must be freed from temporary terraces in the form in which they currently exist. Through conceptual design, it is necessary to precisely determine the areas of potential terraces in front of the walls and the design of the furniture, which should be neutral and in accordance with the architectural heritage of the highest degree of protection.

It is necessary to examine the spatial and programmatic possibilities of using the public space around the perimeter of the walls for the purpose of holding events of different cultural character and capacity.

To pay special attention to the creation of the Sea Square right next to the walls, which will also serve as a terminal for future public sea transport.

The features of monumental values in the subject area include:

- ***Brijeg od Budve*** is a border point between the land and the sea, a kind of observation post over the sea and the open sea, the cape of the Old Town, Santa Maria and the Citadel. On the western side there are the attractive rocks of the slopes of the hill Spas and Ponte od Mogren, of exceptional landscape value. These views are quite degraded in facilities and undeveloped. They imply valorization.

- ***Ancient necropolis with Villa Urbana*** - The relocated segment of the necropolis with graves and pedestals for two cippus presents the necropolis below the Avala Hotel. The hypocaust from Villa Urbana and the mosaic (70 m²) should be conserved, a presentation project should be made with all visual, informational and light panels, inscriptions, etc.

This segment of the necropolis is part of Budva's main square, and the Promenade practically begins with it. In the distant past, the area of the square was the sea, which was flooded by the mild erosion of the

Spas hill, so Ancient Budva became a peninsula. Some engravings from the XVI century point to the assumption that there were two strips of ramparts - revelins. Today, this space is used for organizing various public programs – public happenings.

- Pier of Pisana - It was designed by Silvestro Pissani in 1471. It would be necessary to investigate the morphology of the port of Budva with the special issue of creating a breakwater project and defining a protection zone against extreme waves and sea level rise. Certainly, it is a space that is understood to be part of the promenade. This area of the Port of Budva is part of DSL 43, which deals with the expansion of the Port, but the aforementioned study was never adopted.

b) The second ambient unit consists of the hinterland of the marina with the contact zone and the area where the expansion of the marina is planned and the contact zone that will serve for direct access to the marina and that part of the town - Solunska Street. (Sector 2, 3).

The subject area located next to the established area of the Slovenska obala promenade, which is represented by a structure of mostly individual residential buildings (along the street that connects the Avala-Mogren Hotel complex with the Post Office), with or without shops on the ground floor.

On the other hand, what makes the space far more recognizable are:

- **Mediterranean park** from the beginning of the 20th century. On the right side of the promenade the park is of the Versar concept with the monument to S. M. Ljubiša and the possibility of expansion and installation of other historical personalities of Budva. The Glorijeta project (1986) was carried out for smaller artistic events suitable for parks, for which there are relevant and reference examples in the world. The project was not implemented.

- **A smaller and younger park on the left side of the Promenade.** In this area, of about 500 m long, from the Old Town to the "Cross of Streets" between the two wars, the beginnings of the boulevard, which used to be otherwise the only traffic access to Budva, were formed. Through spontaneous and unplanned activities, one street of the boulevard was repurposed into catering terraces outside of the plans. Revitalization of the park is necessary.

- **The "Stara Autobuska" area** is a parking lot that used to be a tennis court. It is the hinterland of the pier especially for larger fishing boats and should be treated in the context of the Port of Budva. In a length of 200 m, there is a double row of old coastal pines that need to be preserved and revitalized. An integral part of the competition material is also the study of greenery assessment.

The subject area, due to the facilities that are located in it - the Port, requires a detailed study, and in order to propose measures for its reconstruction, and capacity expansion. The port of Budva and its expansion zone will be the subject of a special international competition for the expansion of the port as the next phase after the implementation of the first phase.

The subject area is characterized by the following potential cultural heritage:

- **Napoleon's bridge (not included in the proposal for the competition)** Nad Bubića stream is the first of 5 rivers that flow into the sea through the Budva field. That part is called "Velja Voda" and during the time of Austria-Hungary pools - troughs for washing clothes were built there. Napoleon's Bridge has been

meaningless for a couple of years now, because the surrounding buildings occupied the traffic and pedestrian space due to the illegal expansion of urban plots.

- **The River Shipping Building (Zgrada rječnog brodarstva)** - Former Institute of Hygiene, during the war it was Italian prison, after the war it was the seat of Municipality and River shipping resort from Belgrade, now being a private property in the process of taking over the facility for the needs of the Municipality of Budva. It was built in 1938. Mediterranean Art Nouveau architecture. The beauty and location of the building dictates its purpose for the needs of maritime culture of a type of a museum, aquarium, etc. In earlier town analyses, it always had a cultural treatment.

- **The Božovića Bridge** above the Riječica, which has water even in summer.

Through the Proposal for the Competition, it is necessary to adapt the character and design to the existing capacity and to maximally develop the space next to the future expanded Port.

The existing physical structures and catering facilities, which are recorded within the subject entirety, need to be examined in more detail, i.e., it is necessary to choose a model and urban planning conceptual design for the development of the Promenade, with maximum respect for sectorial conditions and urban planning and design standards and parameters. The facilities along the Promenade, the level of offer and the geometry should represent a strong bond with the port and the coast.

Most of the physical structures for the space do not have certain characteristic features, the same physical and material values are retained in the existing locations. The space involved should have its full content characteristics in the form of qualitative, quantitative and artistic values, therefore, through adaptation and reconstruction, it is necessary to improve it in a formal artistic and aesthetic sense, and create environments modeled on Mediterranean ones.

Enriching the offer of facilities, introducing new elements of urban furniture and other facilities in public spaces (depending on the position of the zone in the included area), emphasizing authenticity by shaping and designing public spaces, preserving and improving ambient characteristics, would enable better legibility of the space and forming an impression of the urban structure, and the articulation of the needs of different users of the space would be implemented.

The area from The **River Shipping Building** to cadastral plot 2892/2 is an undeveloped area where currently there is a temporary park, and the rest of it is an unarticulated green area. It is up to the participants of the competition to examine the spatial potential of creating a new central square that will be the future link between the Port and the hinterland. This zone also requires service communication from Solunska Street, which should be carefully considered, taking into account the fact that it almost perpendicularly intersects the promenade and the space of the future square (the communication will be used for the smooth functioning of the future expanded Port). The road should be planned as an integrated one.

Other problems present at the subject location are as follows:

- settlement structure on the Stara Autobuska plateau, without recognizable elements of traditional and urban architecture;

- temporary architecture (kiosks, newsagents, etc.);
- inadequate space for access and parking of vehicles;
- greenery (of different character), relatively abandoned and free spaces in the most attractive locations;
- stream flow.

c) The third ambient unit consists of the beach Slovenska plaža and the promenade with access points from the hinterland of Budva and watercourses Savičića potok, Grđevica. (Sector 4, 5, 6, 7).

The subject area is characterized by the following potential cultural assets:

- **A larger group of pines** up to the house of Manojlović, behind the TORCH and up to the Grđevica riverbed, a pine species *Pinus maritimas* (rare in the southern Adriatic). Design an exposure treatment.
- **The Adriatic Fair** is intertwined with the Promenade area. In earlier analyses, it was treated as the Center of new Budva with a congress center.
- **The Grđevica River.** In earlier plans, it was planned for deepening, i.e. the entrance of the sea to the present building of the administration of the fair with the creation of an aquatic area, a dolphinarium, moorings for taxi speedboats for taking passengers by sea to Jaz, Pržno, Režević due to the overload of vehicular traffic.
- **The Slovenska plaža Park** is a calming part of the Promenade. Part of the Park includes the Fratarske Njive, where during the construction of Slovenska plaža in 1985 mosaics were discovered. In the future a detailed archaeological investigation is planned to be carried out. Across the street, in the part of the beach at the end of Tunja, there is a boat trough from the 2nd century AD, which should be conserved and exhibited.
- **The part from the Grđevica to Zavala** is burdened by catering activities and in that area there are two streams that dry up in summer.
- **The pine forest** in front of the "Park" hotel was planted in 1960. Today, it is the healthiest part of the promenade due to the respiratory qualities provided by the *Pinus* trees and the shade in the back of the beach.
- **Ancient cobblestones.** According to international conventions, wherever there were ancient roads, it is mandatory to mark their routes, present them and reveal cobblestones or pavements in segments, which implies ensuring the presence of archaeologists during the execution of works.

One of the biggest problems in the subject area is the limitation of existing capacities, i.e., bathing places on Slovenska beach which cannot accommodate a large number of users, which results in the degradation of Slovenska beach as a natural monument and requires appropriate measures to be taken. Starting from the above, it is necessary to review and define a way to expand its capacities through the development of an urban and architectural conceptual design. The construction of the future breakwater on the eastern side in the axis of Solunska street opens up the space for a significant expansion of the Slovenska beach.

Part of the Slovenska beach should be protected in the future as an accessible, safe entirety that, in addition to being the main bathing area of the town, also serves as a recreational area for sports and other outdoor activities.

Other problems present at the subject location are:

- temporary architecture (kiosks, newsagents, etc.);
- narrow strip of beach;
- inadequate space for access and parking of vehicles;
- greenery (of different kind), relatively abandoned and free spaces in the most attractive locations;
- stream flow.

d) The fourth ambient unit consists of a transition zone from the Slovenska plaža to Zavala Cape and Zavala Cape. (Sector 8, 9)

At the subject location, the presence of temporary buildings is evident, the presence of which prevents the adequate valorization of resources.

The subject complex requires spatial rehabilitation, and above all, the restoration of damaged landscape units in this area.

This unit is a transitional zone between the Budva and Bečići promenades, and due to the topography of the coast, it is necessary to plan a comfortable path for connection and examine the possibilities of forming an extension in the form of a plateau, open scenes (on the Cape itself), viewpoints, etc. To propose communication from the path towards the existing beaches in part of the subject ambient unit.

It is necessary to examine the possibility of communication-access to the promenade from the natural plateau of Zavala Cape, where the water desalination plant is located today.

This competition task envisages the connection of the promenade in the part of the Bečići side with the existing pedestrian tunnel and it needs to be defined through the development of a competition conceptual design.

The aforementioned ambient units are heterogeneous both in terms of content and spatial organization and architectural characteristics. By developing an urban and architectural conception design for the Promenade, it is necessary to connect them functionally and spatially into a whole.

4.3. Regulation of contact with the environment - functioning of the traffic (pedestrian paths and vehicular access to the Promenade) system in the subject area

Existing traffic problems in the subject area and its contact zone require the decentralization of the existing movement matrix through a more meaningful spatial distribution of facilities and activities by introducing new generators and movement attractors by abolishing motorized access to the Old Town.

The movement path, or Promenade, connects the different environments in this area with the beach and the main road (through them and other settlements in the hinterland, behind the main road, with the beach, as well as between the settlements).

- **The existing Promenade**, in terms of processing and accompanying facilities, is treated as a road with a permanent pedestrian function (of permanent residents, tourists and other visitors), and only occasionally like a terminal, in the part (from the Stara Autobuska plateau to the Port Authority called Lučka kapetanija), limited for the needs of motor traffic leading to the Port of Budva and tourist facilities along the coast.

- **Pedestrian street, formed as a parallel way to the Promenade, unites and functionally permeates all the planned facilities within the Center zone.**

The connection between the pedestrian flows along the Promenade and the pedestrian path is achieved through spaces that are occupied by certain structures, of a temporary nature, as well as by existing parks.

These areas indicate interruptions between certain purpose-defined urban plots in the immediate contact zone, and attractively offer the possibility of organizing various accompanying tourist events, given that they are closely related to the strip of land between the Promenade and the sea, i.e. with a number of tourist attractive facilities developed at individual locations (such as the former River Shipping Building resort facility, "Manojlović" villa)

- *The special pedestrian communication is an extension of the current path (Lungo mare), which runs along the edge of the beach from the river Grđevica towards the Old Town*

The promenade along the coastal strip is partially decorated with accompanying urban furniture (benches, trash cans, candelabra, accompanying information boards about the conditions at the bathing areas, etc.). The representativeness, recognition and architectural expression of this area is missing. It is up to the participants of the competition to examine the justification for the existence of the path in the part of the border between Sectors 3 and 4 and Sectors 6 and 7. A possible cancellation of the path would open up space for expanding the capacity of bathing areas towards the hinterland.

According to the Master Plan (Strategy for the Development of Tourism of Montenegro until the year 2020), the town of Budva is recognized as a high-quality tourist destination and deserves a modern Promenade with more substantial public spaces, both in terms of form and in terms of the very materialization of all the proposed spatial elements.

Starting from the above, it is necessary to plan facilities in the subject area that will influence the association of Budva as a modern Mediterranean destination.

It is suggested to form spatial platforms for multifunctional use for various cultural events and facilities in open spaces, and to form a polycentric scheme of Budva's cultural spots, which are currently concentrated in and around the Old Town area.

In this area, significant interventions are the development of Slovenska obala street, the replacement of structurally inadequate buildings with new buildings that are structurally integrated into the space and identity of Budva.

The ultimate goal of developing the urban and architectural conceptual design of the Promenade should contribute to a stronger connection with the contact zone of the town and beyond it, but also to the definition of a clear spatial framework for the protection and rehabilitation of squares, small squares called piazzettas, parks and urban furniture (benches, baskets, fountains, etc. elements) intended for the permanent population and tourists), which would provide a level of urban comfort, improve the life of inhabitants, etc., and the town, municipality would get their full content characteristics in the form of qualitative, quantitative and artistic and landscape values.

The development of the urban and architectural Proposal for the Competition, among other things, should include the definition of a wide range of elements of urban design suitable for free and public areas: squares, market squares with greenery and flowers, fountains, sculptural compositions, Mediterranean vegetation in combination with sculptures and fountains.

5. BASIC GOALS AND SETTINGS OF DEVELOPING AN URBAN AND ARCHITECTURAL CONCEPTUAL DESIGN

Based on the consideration of planned conceptual designs in the contact zone, spatial limitations, as well as the basic settings of the Special Purpose Spatial Plan for the Coastal Area of Montenegro, the basic goals and settings that should be followed are:

- a) The promenade should connect the urban settlements spread on the four sides of the town, with recognizable traffic routes (vehicle and pedestrian) that unify and connect the Old Town with the Tourist Resort "Slovenska Plaža" and the Tourist Complex "Zavala", then Budvansko Polje with the port, i.e. the Marina. To this end, starting from the existing primary traffic roads and the secondary network of pedestrian routes, which connect the contact zone and Budvansko polje with the Old Town, nine Sectors were recognized. This division results in a clear and recognizable structure of space, with the Center, which is supported by the existing matrix of car and pedestrian routes, both existing and planned.
- b) In the zone of all nine Sectors, it is necessary to plan characteristic spatial entities:
 - Lungo mare - pedestrian, car-pedestrian zones and squares, as one of the basic elements of shaping town spaces, should not only contribute to the concept of urban revitalization and reconstruction of town areas, but in the morphological sense should emphasize the recognition of certain areas - settlements and their revaluation tissues supplemented with the necessary contents.
 - The area under the existing Promenade is largely unorganized or occupied by temporary buildings and facilities that do not fit into the existing environment, and it is necessary to review and rehabilitate neglected elements such as urban furniture and greenery through the development of the Proposal for the Competition;
- c) Town green areas of public use of Budva in the subject area – parks and squares, located in the area of the territory closer to the Old Town, have a significant value thanks to their good position and representative views.

The attractiveness of the space also depends on the feeling of pleasantness, for this reason the existing high-quality park areas that abut the coast should be kept, additionally developed and connected to the new construction. Green areas and parks are one of Budva's trademarks that should be preserved.

In order to live, the attractively organized coast of Budva needs to be connected to other parts of the town. To this end, it is necessary to leave frequent pedestrian penetrations towards the interior of Budva. These breakthroughs will connect the coast with other parts of the settlement, but at the same time will also activate and revive the entire area of Budva.

The park part (the town park complex would start with the current park complex in the contact zone and a tree-lined alley should be planned within it)

Existing and planned park areas should enrich the area with greenery and give it enough space with Mediterranean plants and a relaxing atmosphere. It is necessary to preserve the boundaries of green areas (urban landscaping) while respecting their sociological, sanitary-hygienic and aesthetic importance, because at the same time they represent elements of nature in towns and settlements. It is also necessary to bring these surfaces to a state of complete functionality. Park areas are the backbone of the green system of cities and their surroundings and represent an inseparable part of the image of the area. It is necessary to raise the quality level of the park by proper care and selection of species. It is also necessary to preserve the authenticity of the area, and with new conceptual designs, especially in terms of materialization, to prevent damage to its uniqueness and artistic expression.

The Old Town contact zone should have the function of scenography, whereby the basic determinants of urban landscape will be protection and rehabilitation of squares, small squares called *piazzettas*, parks and urban furniture.

In the immediate vicinity of the "Old Town" contact zone, there is a significant and the largest green area within the central town area. The park area along the coast, next to the promenades (2865/1 Cadastral Municipality Budva), represents the distinct but underutilized and affirmed natural potential of the town.

The park is located along the main road of the urban fabric of Budva - the center, and is characterized by an archaeologically undefined location in the area of the park itself, but its affirmation in terms of culture and tourism is insufficient, as is the overall activity of the park. Considering the great potential of the space, the use value is currently low, as is the fund of greenery: there are smaller groupings of trees, but the accompanying structure for rest and recreation (paths, furniture) is unsatisfactory.

Rows of trees and green areas along the roads are represented along the major roads leading to the center within the town and along the promenades discontinuously, with minor or major interruptions..

d) ***Multi-functional catering part with facilities in the service of the Port*** – To review the existing status and the possibility of keeping the grouping of restaurants between the existing park and the port, respecting the positive legal regulations.

The intention is to offer a conceptual design through the Promenade that will not disturb the planned uses and the current parcel division of individual construction from the Stara Autobuska plateau to the Post office building, below the lower Promenade.

All buildings with a proper construction permit should be accepted for the acquired obligation.

e) Park greenery within Sectors 4, 5, 6 and the formation of mini-botanical gardens and arboretums in the Morsko Dobro (Maritime Domain) area or contact zone is of exceptional importance.

Through the design of these terrace landscapes, apply elements already contained in the authentic landscape, which will at the same time emphasize the function of their basic purpose. To design the subject areas in such a way that they enable polyvalent use and the possibility of setting up temporary pavilions in which exhibitions would take place (sculpture, painting, architecture, design, film and video). These pavilions, as well as the space around them, could be used for the exhibition needs of the fair. Within the framework of the existing green areas, emphasize the facilities that will rely on the ones suitable for the contact zone of the Old Town;

f) In the territory of the municipality of Budva, there are a large number of small watercourses with a torrential character. These watercourses cross the settlements, they often flow into the sea in the Slovenska plaža zone, and because of that their development is one of the prerequisites for the urbanization of the settlement and the arrangement and use of space.

All watercourses that flow towards the coast need to be protected from possible pollution by municipal waste, waste water and pesticides. It is also necessary to propose biological and technical measures (by raising protective vegetation or by building barriers on watercourses), in order to reduce the negative impact on the Morsko Dobro zone.

Over the beds of existing watercourses, through the preparation of the Competition, consider the possibility of building pedestrian bridges, as well as possible extensions (if space allows) with small squares, as future gathering places for tourists and permanent residents.

At the survey level, process the principle of watercourse treatment. Consider the possibility of deepening and widening existing waterways, i.e., introducing water into the mainland through the creation of potential bays for smaller boats.

6. SHAPING AND MATERIALIZATION

Shaping and materialization of the proposed elements of urban furniture must be harmonized with the character of the Old Town, a modern reinterpretation of old forms and elements. It is suggested to reinterpret the inherited architectural forms in a contemporary way, either in contemporary materials or traditional or combined.

The basic idea when developing an urban and architectural conceptual design for the Promenade should be the formation of squares facing the sea, with attractive and high-quality made ground floor, furniture, lighting and greenery along the Promenade. Lighting and colours are especially important in their processing. Each square should have its own personal identity in relation to the Promenade and yet separate. In order to attract visitors to this, currently passive part of Budva, and direct their movement towards it, it is necessary to arrange the facilities rhythmically, as focal points of gathering.

Architectural elements that should contribute to the creation of a humane and aesthetically designed environment can be categorized into several following groups:

a) Items of urban equipment in the space such as:

- Benches for sitting;
- Water faucets and fountains;
- Candelabra in pedestrian areas and street lighting elements;
- Trash cans;
- Canopies;
- Equipment of park grounds
- Communal facilities – public toilets, etc.

b) Works of art such as sculptures in free space, free and green spaces around public buildings

Unlike the other facilities of the complex (which have a stable and non-adaptable building structure), service centers are characterized by flexible spaces with portable equipment. In accordance with the character of the space, the spatial design elements must aim to aesthetically support the basic characteristics of the environment, and this especially applies to:

- shading awnings;
- portable equipment for sale in open and free space;
- advertisements and informative elements;

The design of the terrain should foresee appropriate elements of urban equipment, elements for sitting and resting, wastebaskets, planters, hygienic fountains, etc. The selected elements must be functionally and aesthetically compatible with the design and purpose of the ground floor and buildings. The selection and design should be carried out so that the elements do not have their own aesthetic pretensions, but rather strive to superstructure and affirm the primary forms of the location.

Green areas on plateaus and squares - Squares, as the busiest green areas in settlements, give a special identity to the urban landscape of the town and have a special importance in shaping the town. In the horticultural arrangement, the dominant participation of flowering plants is in a dense arrangement, with well-kept lawns as a base. In the squares, it is necessary to provide places for a short rest next to water bodies, for example fountains and other decorative elements and equipment (planters, benches, fountains, trash cans) that will create favorable conditions for rest and informal social contacts. For this category of greenery, it is most important to choose species that best resist the effects of the urban environment. These surfaces can have a positive effect on the architectural and aesthetic uniformity of the space. The entire space of the square should not be covered with greenery, but on the contrary, free spaces should be dominantly represented for the sake of unhindered passage and staying on the square.

The square is the smallest green area in the town, and its main function is mainly to regulate traffic. In this case too, plants resistant to city conditions should be chosen.

The planned materialization of the ground floor elements is based on the use of natural, high-quality, durable and contemporary materials, which leaves an impression of representativeness in accordance with the intention and function of the space. The same applies when it comes to the design of furniture and other elements of the ground floor development, such as lighting, road edging. Protection against usurpation during illegal parking should be solved through the introduction of appropriate "smart" architectural elements, especially through the selection of species for horticulture and their planned settings.

7. GENERAL PROVISIONS

The ground floor plan should represent the future commitment and vision of the development of Budva, and should resolve all the inherited conflicts in the area and initiate the future remodeling of the hinterland.

This includes expanding the profile of the promenade, creating new public spaces, a linear park with recreational facilities, as well as increasing the capacity of the beach.

In the future genesis of movement, inherited dominant patterns of movement are recognized:

1/The directions of movement are dominantly parallel to the coast. The Promenade should be an infrastructure for different types of use of space, so it is necessary to plan the future Promenade in a larger profile than it is spatially defined today, a green strip that should also contain a recreational zone (bicycle paths, trim paths, sports fields, etc.) and a beach that is protected as a nature park and as such its border to the water area remains unchanged, but the border between the green zone and the beach can vary in profile (not to be strictly defined - to overflow so that the profile of the green zone and the beach varies).

2/ The direction of movement perpendicular to the coast (their contact zones are included in the scope of the competition) that connect the promenade with the urban zone in the hinterland at the points of intersection with the promenade have a high potential for generating areas for gathering - multifunctional spaces for events/public happenings.

It is recommended to examine the possibility of deepening watercourses in the area of the confluence with the Adriatic Sea (within the scope of the competition), as well as their general treatment.

Special attention should be paid to the existing bridges and the determination of their retention or remodeling in the future matrix of movement and creation of new modalities of use of space.

Privately owned permanent buildings with proper building permits are retained.

8. PRIVATE OWNERSHIP - NOTE

Cadastral plots: 2867,2869/1, 2870/2, 2870/3, 2871, 2872/1, 2875, 2877, 1005/2-dio.

In accordance with the regulations, the afore-mentioned plots cannot be the subject of proposal for the competition due to the nature of the property relations. Authors are left free to examine the existing capacities through spatial analysis and propose possible survey solutions.

Cadastral plots: 3046/2, 2436/3, 2665/1-dio, 2665/2, 2660/2, 2901/2, 2876, 2878, 2879, 2880, 2881, 2882, 2892, 2894, 2897/1, 2897/2, 2897/3, 2897/4, 2897/5, 2898, 2899, 2900/1, 2900/2, 2900/3, 2900/4, 2900/5, 2900/6, 3059/1, 3059/2, 2900/7, 2900/8, 2900/9, 2900/10, 2901/1, 2913/2, 2913/3, 2913/4, 2913/5, 2917/1, 2917/2, 2919, 2921/2, 2922/8, 2922/7, 2922/6.

In accordance with the regulations, the afore-mentioned plots are the subject of proposal for the competition.

9. FINAL REMARKS

An integral part of the competition task are:

Appendix to competition task 01 Stari Grad - historical review

Appendix to competition task 02 Historical analysis - tourism

Appendix to competition task 03 Analysis of the current situation by sector, permanent and temporary facilities

Study of greenery assessment

Urban planning and technical conditions - sector 43

Urban and technical conditions - sector 43 supplement

Conservation conditions